

Let's Get Social!



MICHIGAN STATE
UNIVERSITY



What We're Talking About

What is social media?

Why should I care about it?

How do I do it?

How do I know it's worth it?

What is Social Media?

Websites and applications used for social networking.



Where is the energy? It's so much more...



By that, I mean:



Source: Luma Partners, Terry Kawaja

© 2012 Buddy Media, Inc. Proprietary and Confidential

Buddy Media / Luma Partners

Since cats rule the Internet, we'll let them explain...

SOCIAL MEowDIA EXPLAINED



I LIKE
MY CAT



I'M PLAYING
WITH MY
CAT



WATCH THIS
VIDEO OF
MY CAT



I'M VERY
SKILLED
AT TRAINING
CATS



HERE'S A
HIPSTER
PICTURE
OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN'
HATE THIS
CAT FOOD



I WORK
FOR GOOGLE
AND I HAVE
A CAT



I AM
LISTENING
TO THE SONG
"SOFT KITTY"



THIS IS
WHERE I
GOT MY
CAT HOODIE



At its core, social media is:

Psychology + Emotion + Communication + Instinct =

Social media is...People!
You gotta tell them.
It's people!



Quick Look: Michigan Sea Grant

Our Approach? Inform, educate and entertain, to spark conversation

Part of the mission of Sea Grant is to educate and perform outreach.

Social media helps.

Quick Look: Michigan Sea Grant

For example, goals include:

To build Michigan Sea Grant as an authority on Great Lakes issues.

To help people understand we provide science-based objective information on issues they may not have heard about yet.

To do this in a network and connected way.

A person is kitesurfing on a large body of water, likely Lake Michigan. The kite is green and white, and the person is on a red board. The water is a deep blue-green color, and the sky is a pale blue with some light clouds. The text "Quick Look: Michigan Sea Grant" is overlaid in a dark blue font.

Quick Look: Michigan Sea Grant

And it works!

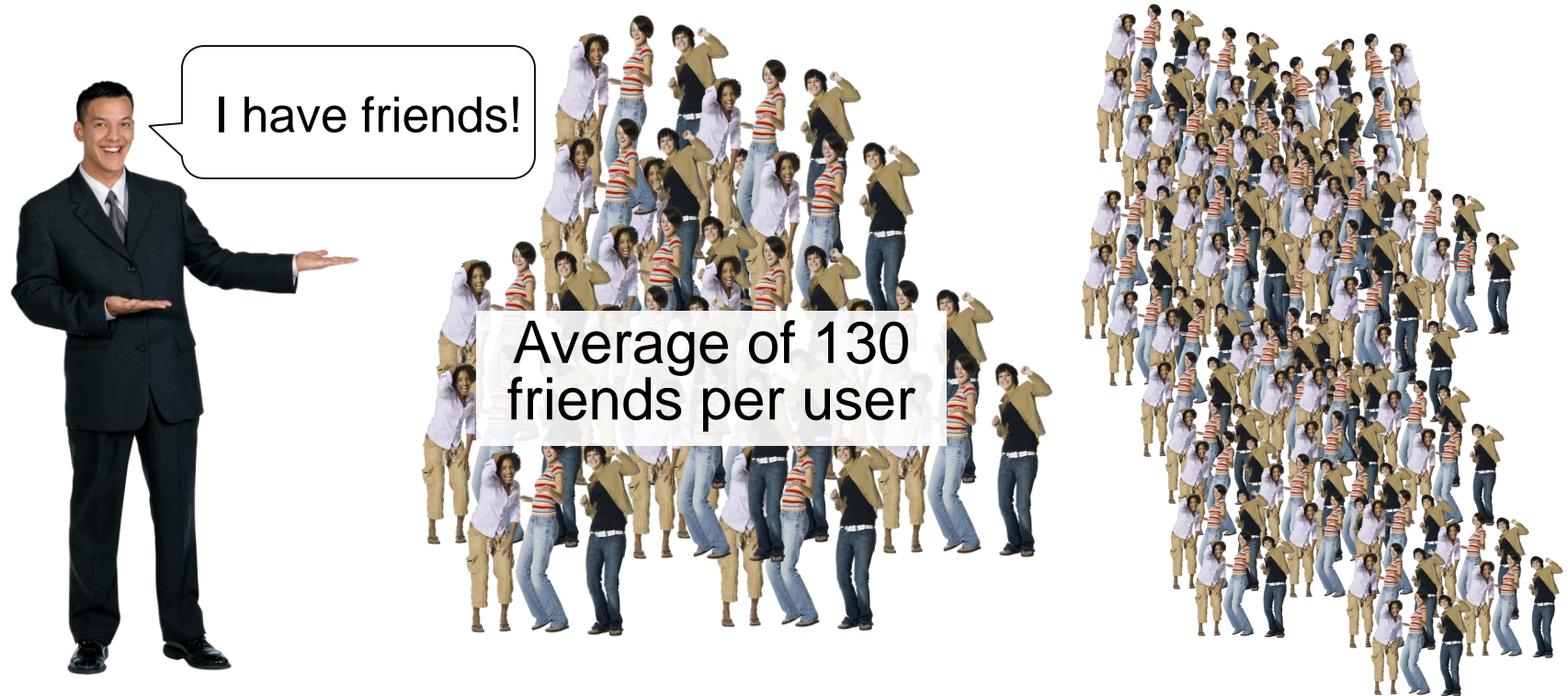
More about the Why

Michigan Sea Grant example:

- Traditional mailing list ~2500
 - Amplified is ~10,000
- Social media direct audience ~6000
- Amplification of a social network?
 - Facebook ~280,000
 - Twitter ~420,000

Their powers combined...

And they tell two friends...



$$1 \times 130 \times 130 = \text{a lot}^*$$

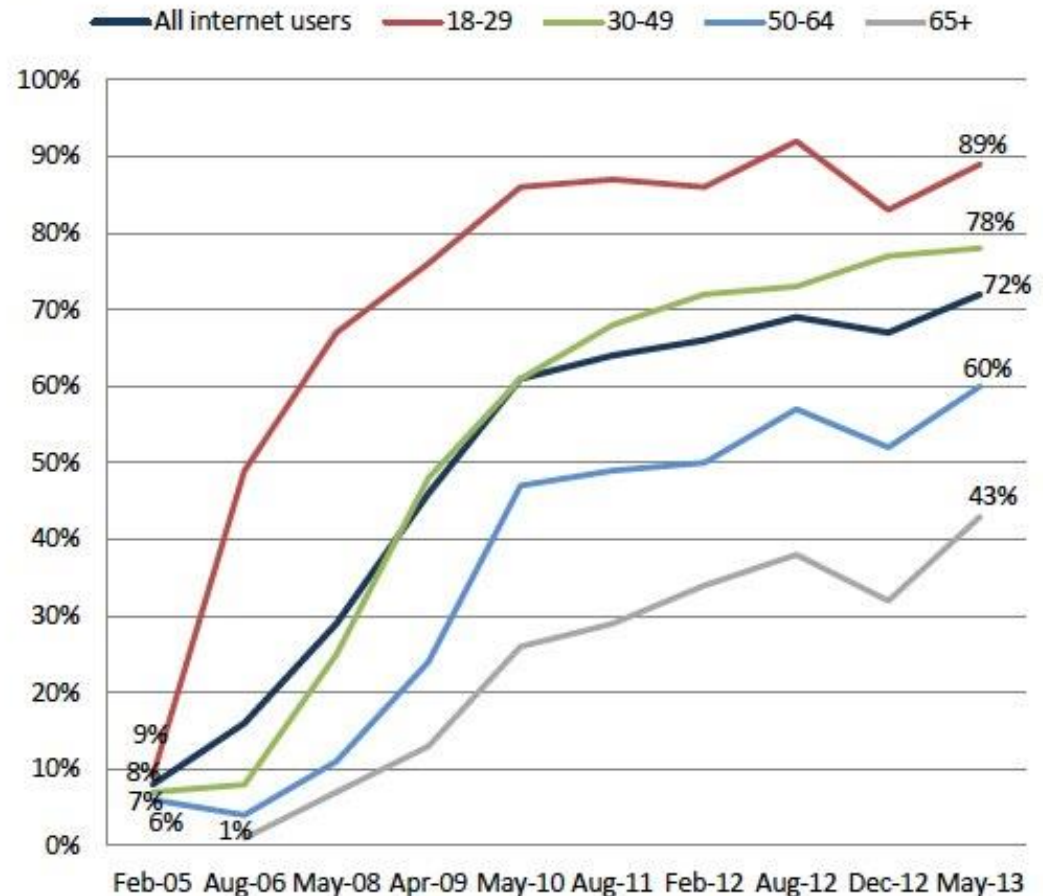
* A lot in this case means 16,900 people in one user's network.

Who are These People?

It's simple: Go with
Facebook has
Total amount
month: 2.9 bil
YouTube is the
engine in the

Social networking site use by age group, 2005-2012

% of internet users in each age group who use social networking sites



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

Make it easy on yourself

~~Hire a social media manager:
Salary minimum \$120,000/yr, plus
benefits, and company car.~~

Just Kidding!

Use the expertise around you — and
the available tools



Now, on with the show...

Barriers and Pitfalls

Technology

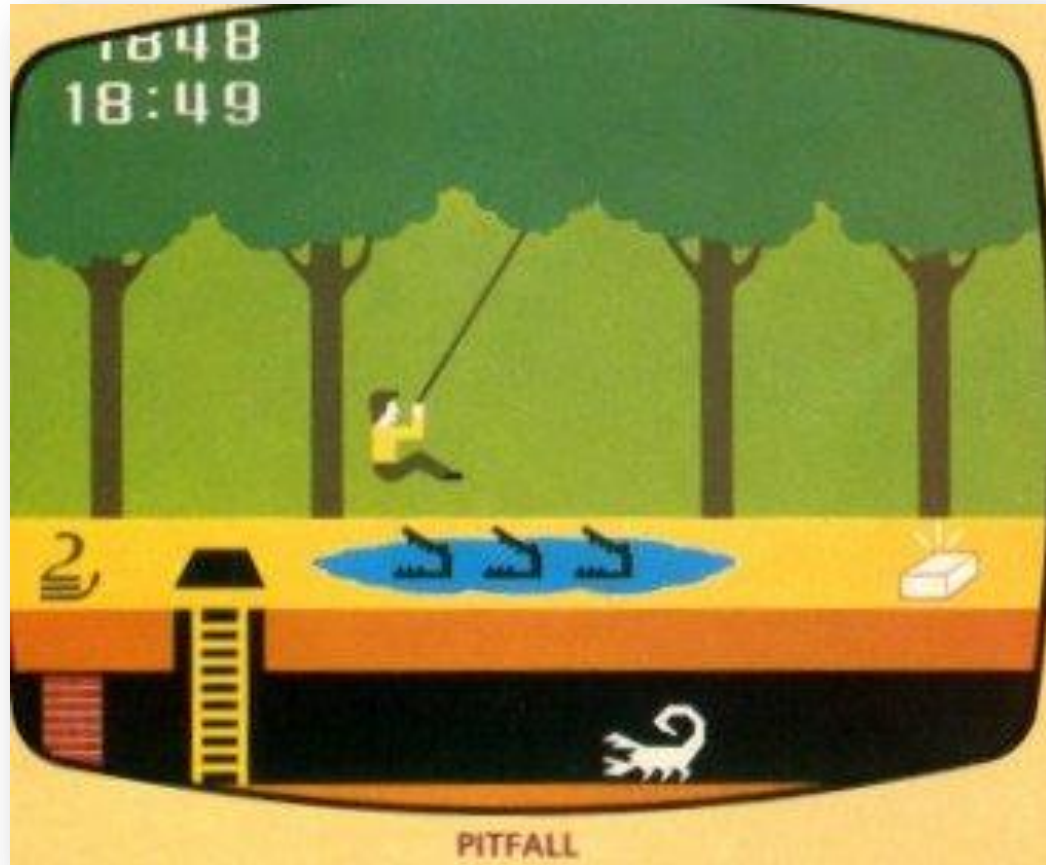
Avoid temptation

Time suck

Too much or too little

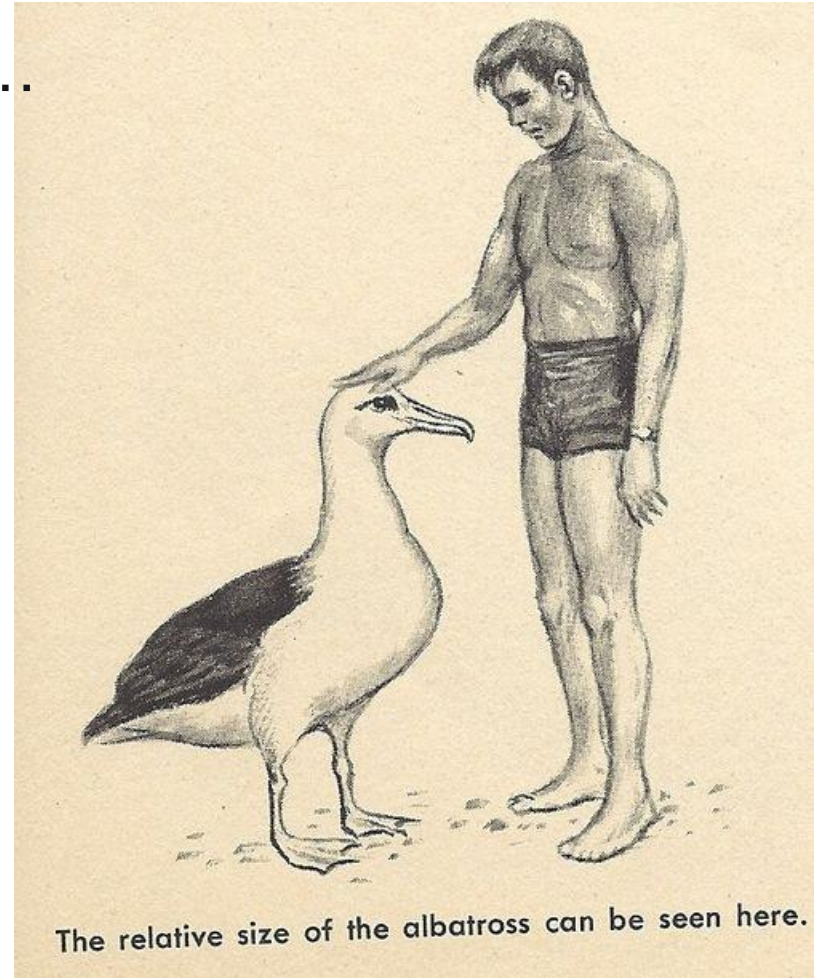
Broken record

Just because you can,
doesn't mean you
should.



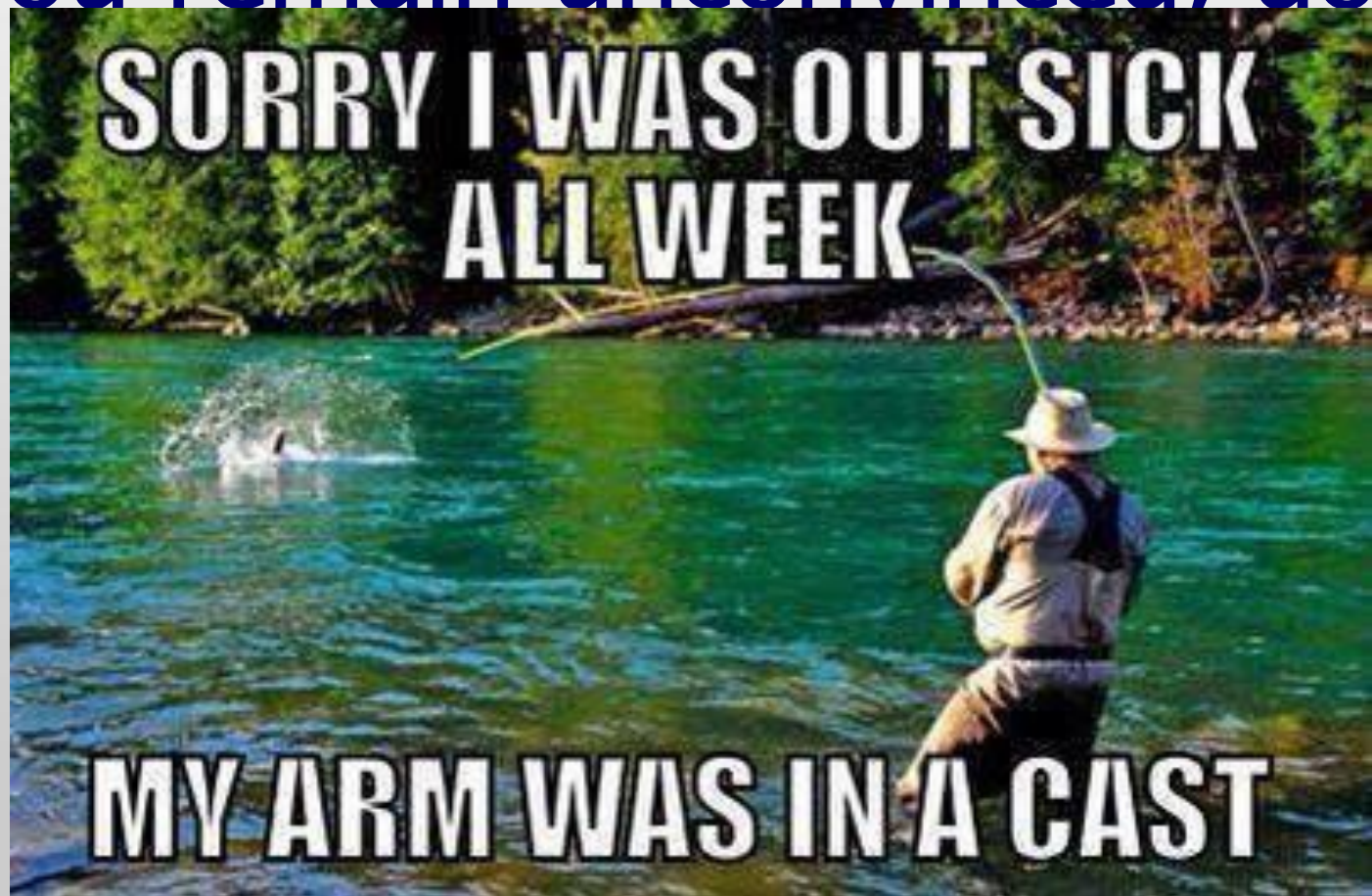
Bottom Line: Not an Albatross

Think of it as an experiment ...



The relative size of the albatross can be seen here.

If you remain unconvinced, do



[@FHQfishing](#) www.facebook.com/pages/The-Fishing-Headquarters/

Courtesy of Pinterest...

Questions

What are you burning to know?